

EXPERTS FOR INTERNATIONALISATION



Export to Japan: Key sectors

JETRO, S-GE and HKBB Event Basel, Nov. 4th 2016

AGENDA

- Export to Japan
 - Environment
 - Key Sectors
 - Opportunities
- Switzerland Global Enterprise
- Questions

Export to Japan

Environment

Digitalization

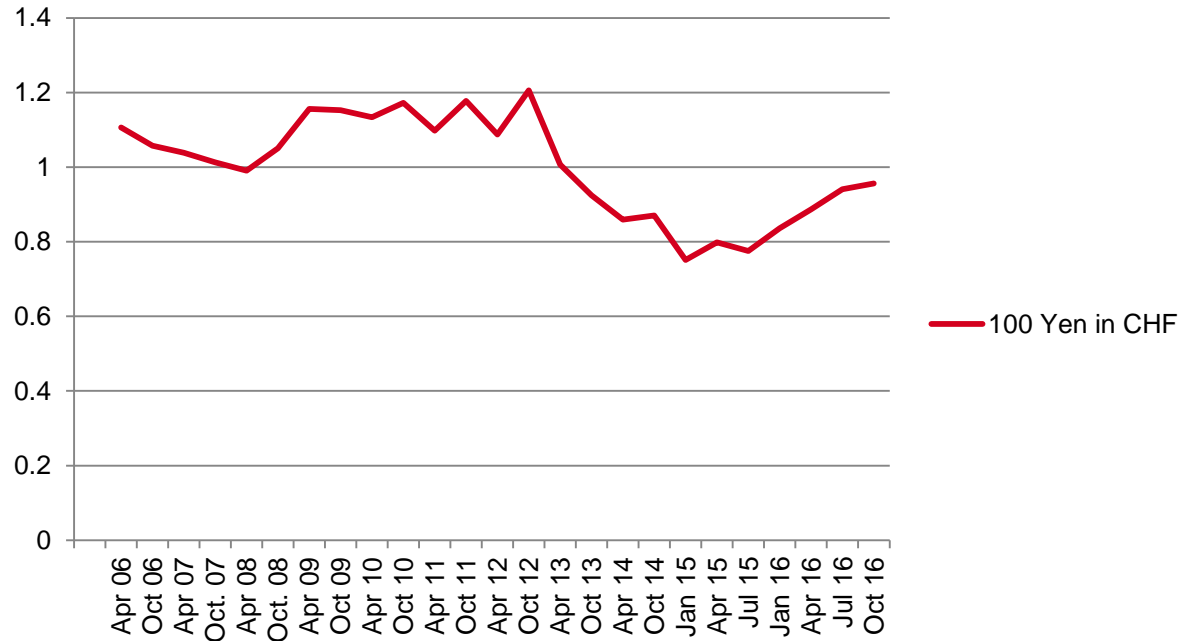
- Opportunities
- Super Smart Society

Aging population

- New niches

Tokyo 2020

- Tourists



Export to Japan II

	2014		2015		2014/15
	Mio. CHF portion %		Mio. CHF portion %		+ / - %
Pharmaceutical	2241	35.1	2360	35.8	5.3
Watchmaker goods	1330	20.8	1305	19.8	-1.9
Jeweler, Jewelry	548	8.6	677	10.3	23.4
Optical / medical instruments	564	8.8	603	9.2	6.9
Machines (not electrical)	405	6.3	447	6.8	10.2
Agricultural products	336	5.3	333	5.1	-0.8
Chemical base materials	399	6.2	311	4.7	-21.9
Machines (electrical)	172	2.7	154	2.3	-10.5
Others	394	6.2	401	6	1
TOTAL	6389	100	6591	100	3.1

Source SECO Japan country information Oct. 2016

(https://www.seco.admin.ch/seco/de/home/Aussenwirtschaftspolitik_Wirtschaftliche_Zusammenarbeit/Wirtschaftsbeziehungen/laenderinformationen/asien---ozeanien.html)

Export to Japan III

Opportunities

- 1'100 leading Japanese companies are planning to invest around 200 billion CHF in the next 12 months.
 - Automotive
 - Telecommunication
 - Artificial intelligence
- 68 % of Japanese women with children under 18 years are having a regular job. Highest value since the first statistic in 2004.
- Japan is the world largest market for APPs. Augmented Reality (e.g. Pokémon Go) could be a future growth driver.
- E-commerce. Japanese consumers like to look at foreign offers.

Export to Japan IV

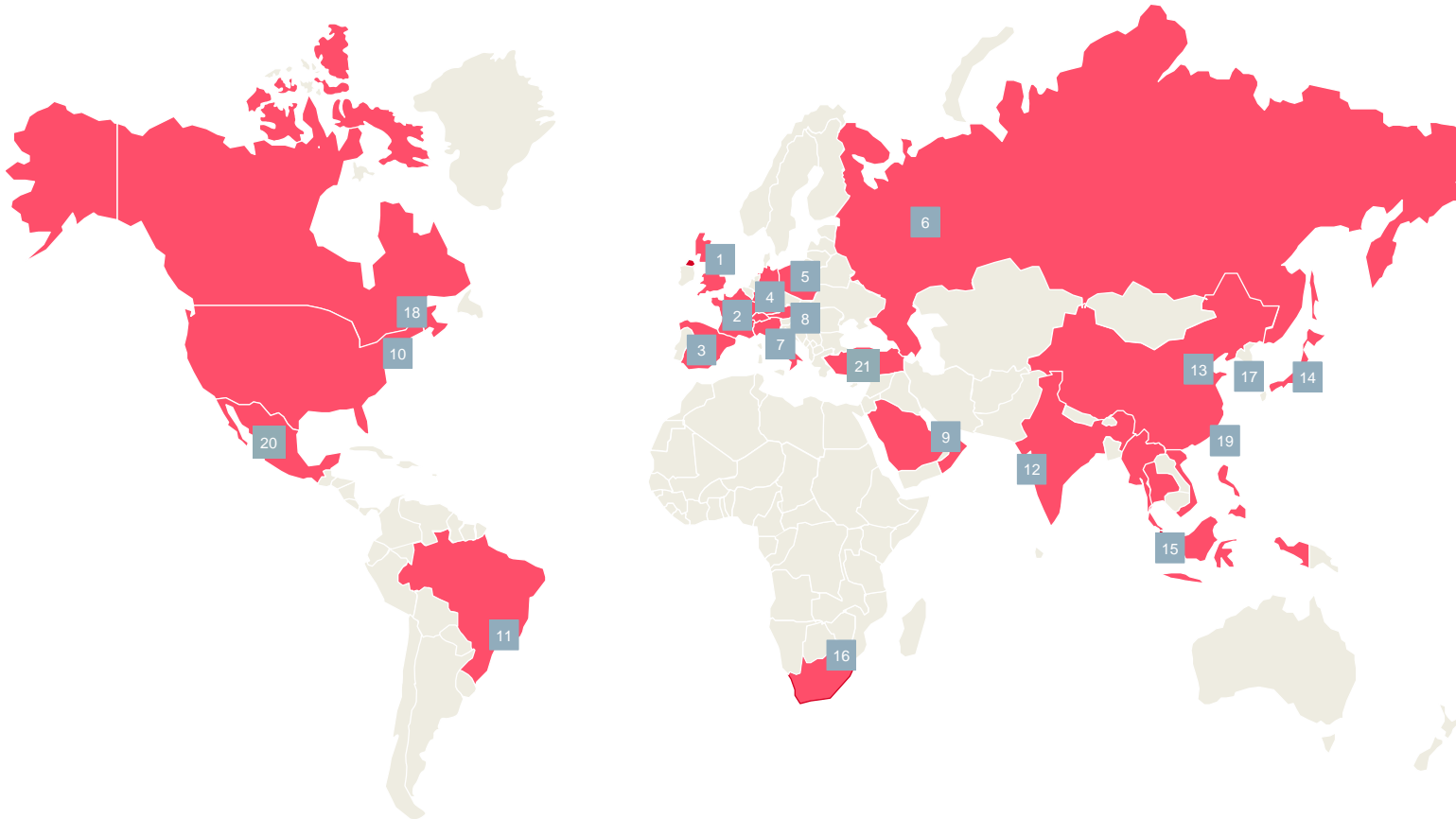
Difficult – Strategic Important - Possible

- Create a well thought-out strategy with clear customer benefit
- Disciplined execution
- Important partner selection
- Sufficient resources – Time, HR and Finance

Products & Services in Export Promotion



Globales Netzwerk



- Swiss Business Hubs**
- 1 **UK/London**
 - 2 **Frankreich/Paris**
 - 3 **Spanien/Madrid**
 - 4 **Deutschland/Stuttgart**
 - 5 **Polen/Warschau**
 - 6 **Russland/Moskau**
 - 7 **Italien/Mailand**
 - 8 **Österreich/Wien**
 - 9 **GCC/Dubai**
 - 10 **USA/New York City**
 - 11 **Brasilien/São Paulo**
 - 12 **Indien/Mumbai**
 - 13 **China/Peking**
 - 14 **Japan/Tokio**
 - 15 **ASEAN/Singapur**
 - 16 **Südafrika/Pretoria**
 - 17 **Korea/Seoul**
 - 18 **Kanada/Montreal**
 - 19 **Hongkong**
 - 20 **Mexiko/Mexiko City**
 - 21 **Türkei/ Istanbul**

Export Help

Free of Charge export support for all Swiss Companies:

ExportHelp

E-Mail: exporthelp@s-ge.com

Phone: 0844 811 812



QUESTIONS?

THANK YOU FOR YOUR ATTENTION

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